

## Flight Dates 10/02/12-10/08/12

Order Sep 00:20:00

Product Estimate # 494

Joe Negron for Florida Senate Alt Order # 311640 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> 09/19/12 09/19/12 Order Type **GENERAL Billing Contact**

Billing Cycle EOM/EOC Advertiser Negron / Republican / State

600 Fairmont Avenue - Suite #306 Billing Calendar BROADCAST

Towson, MD 21204 Demographic

Agency **Mentzer Media Rev Codes** POL POL

CAND **Buying Contact** 

Sales Office EWSDC Product Codes PL Sales Region NAT Priority P-1 600 Fairmont Avenue - Suite #306

Agency Ref Advertiser Ref Towson, MD 21204

**Primary Account Executive** 

Marta Salazar-Perren

Account Executive Order% Start Date **End Date** 

Marta Salazar-Perren 100%

Competing Station	on % of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	

Market Value

%

Order Share %

**WXEL** 

A25-54

**Order Totals Billing Plan** 

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 18 \$15,066.25 \$17,725.00 0.00 10/01/12 10/08/12 18 \$15,066.25 \$17,725.00 0.00 Totals 18 \$15,066.25 \$17,725.00

											Tota	ıls
Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
WPTV	10/03/12	10/05/12	M-F 6-7a M-F 6-7a	СМ	6-7a	1- 1	:30	2	\$900.00 P-1	0.00 NM	2	\$1,800.00
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
eek: 10/0	)2/12	10/08/12	1 - 1	2	\$900.00	0.00						
WPTV	10/02/12	10/05/12	M-F 7-9a	CM	7-9a	- 1- 11	:30	3	\$950.00 P-1	0.00 NM	3	\$2,850.00
			M-F 7-9a									
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
ek: 10/0	)2/12	10/08/12	- 1- 11	3	\$950.00	0.00						
WPTV	10/02/12	10/05/12	M-F 6-630p M-F 6-630p	СМ	6-630p	-111	:30	3 :	\$1,325.00 P-1	0.00 NM	3	\$3,975.00
	Star eek: 10/0 WPTV Star eek: 10/0	Start Date eek: 10/02/12 WPTV 10/02/12 WPTV 10/02/12  Start Date eek: 10/02/12	Start Date lek:         End Date 10/05/12           WPTV         10/03/12           10/08/12         10/08/12           WPTV         10/02/12           10/05/12         10/05/12           Start Date lek:         10/02/12           10/08/12         10/08/12	WPTV 10/03/12 10/05/12 M-F 6-7a  Start Date End Date Weekdays eek: 10/02/12 10/05/12 M-F 7-9a WPTV 10/02/12 10/05/12 M-F 7-9a Start Date End Date Weekdays 1- 1 - WPTV 10/02/12 10/05/12 M-F 7-9a Week: 10/02/12 10/08/12 -1-11- WPTV 10/02/12 10/05/12 M-F 6-630p	WPTV 10/03/12 10/05/12 M-F 6-7a CM	WPTV         10/03/12         10/05/12         M-F 6-7a         CM         6-7a           Start Date ek: 10/02/12         End Date 10/08/12         Weekdays - 1-1-1-         Spots/Week 2900.00         Rate 2900.00           WPTV         10/02/12         10/05/12         M-F 7-9a M-F 7-9a M-F 7-9a         CM         7-9a           Start Date ek: 10/02/12         End Date 10/08/12         Weekdays 10/08/12         Spots/Week 10/08/Week 10/08/Week 10/08/Week 10/08/12         Rate 20/08/Week 10/08/Week 10/08/Week 10/08/Week 10/08/12         Rate 20/08/Week 10/08/Week 10/08	WPTV 10/03/12 10/05/12 M-F 6-7a CM 6-7a1-1  Start Date End Date Weekdays 900.00 0.00  WPTV 10/02/12 10/05/12 M-F 7-9a CM 7-9a -1-11  Start Date End Date Weekdays 900.00 0.00  WPTV 10/02/12 10/05/12 M-F 7-9a CM 7-9a -1-11  Start Date End Date Weekdays 900.00 0.00  WPTV 10/02/12 10/05/12 M-F 6-630p CM 6-630p -111	WPTV 10/03/12 10/05/12 M-F 6-7a				

Print Date: 09/20/12

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Contract / Revision 311640 Flight Dates 10/02/12-10/08/12 **Hiatus Dates** 

<u>Original Date / Revision</u> 09/19/12/ 09/19/12 Order Sep 00:20:00

Advertiser Negron / Republican / State Product Joe Negron for Florida Sena Estimate # 494

										Tota	als_
Ln Ch	Start	End	Inventory Code			Time Days	Len Sp		Rtg Type		Amount
N 3 WPTV	10/02/1	2 10/05/12	M-F 6-630p M-F 6-630p	СМ	6-630p	- 111	:30	3 \$1,325.00 P-1	0.00 NM	3	\$3,975.00
Star Week: 10/0	nt Date 02/12	End Date 10/08/12	Weekdays - 111	Spots/Week 3	Rate \$1,325.00	Rating 0.00					
N 4 WPTV	10/06/1	2 10/06/12	Sa 8-10a Sa 8-10a	СМ	8-10a	S-	:30	1 \$725.00 P-1	0.00 NM	1	\$725.00
Star Week: 10/0	rt Date	End Date 10/08/12	Weekdays	Spots/Week	Rate \$725.00	Rating 0.00					
N 5 WPTV			Sa 6p Sa 6p	СМ	6-630p	S-	:30	1 \$600.00 P-1	0.00 NM	1	\$600.00
Star Week: 10/0	rt Date 02/12	End Date 10/08/12	Weekdays	Spots/Week	Rate \$600.00	Rating 0.00					
N 6 WPTV			Sa 11-1130P Sa 11-1130p	CM	11-1130p	S-	:30	1 \$1,025.00 P-1	0.00 NM	1	\$1,025.00
Star Week: 10/0	rt Date	End Date 10/08/12	Weekdays	Spots/Week	Rate \$1,025.00	Rating 0.00					
N 7 WPTV			Su 7-8a Su 7-8a	СМ	7-8a	S	:30	1 \$425.00 P-1	0.00 NM	1	\$425.00
Star Week: 10/0	rt Date	End Date 10/08/12	Weekdays	Spots/Week	Rate \$425.00	Rating 0.00					
N 8 WPTV				СМ	9-10a	S	:30	1 \$1,800.00 P-1	0.00 NM	1	\$1,800.00
	rt Date	End Date	Su 9-10a  WeekdaysS	Spots/Week	Rate	Rating					
Week: 10/0		10/08/12			+ ,	0.00	-20	4	0.00 NIM	4	ФСОО ОО
N 9 WPTV			Su 6p Su 6p	СМ	6-630p	S	:30	1 \$600.00 P-1	0.00 NM	1	\$600.00
Star Week: 10/0	rt Date	End Date 10/08/12	Weekdays S	Spots/Week 1	Rate \$600.00	Rating 0.00					
N10 WPTV			Su 11-1135p Su 11-1135p	CM	11-1130p	S	:30	1 \$750.00 P-1	0.00 NM	1	\$750.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/0		10/08/12	S	1	\$750.00	0.00					
N11 WPTV	10/08/1	2 10/08/12	M-F 6-7a M-F 6-7a	СМ	6-7a	M	:30	1 \$900.00 P-1	0.00 NM	1	\$900.00
Star Week: 10/0	rt Date 02/12	End Date 10/08/12	Weekdays M	Spots/Week 1	Rate \$900.00	Rating 0.00					
N12 WPTV	10/08/1	2 10/08/12	M-F 7-9a M-F 7-9a	СМ	7-9a	M	:30	1 \$950.00 P-1	0.00 NM	1	\$950.00
Star Week: 10/0	rt Date 02/12	End Date 10/08/12	Weekdays M	Spots/Week 1	Rate \$950.00	Rating 0.00					
N13 WPTV		2 10/08/12	M-F 6-630p M-F 6-630p	СМ	6-630p	M	:30	1 \$1,325.00 P-1	0.00 NM	1	\$1,325.00
Star Week: 10/0	rt Date 02/12	End Date 10/08/12	Weekdays M	Spots/Week 1	Rate \$1,325.00	Rating 0.00					
									Totala	40.0	17 70E 00